

A Reflection On The First 5 Years Of

SCHWARTZ & CO.

YACHT SALES



When we started out on this adventure exactly five years ago today, we were determined to do things our way. This was, and continues to be, a passion project. Boating is in the blood. The water is what we live for. Being able to build a

business doing the thing we love is a dream we hope to never wake from.



[Q&A With Great Lakes Boater Michael Schwartz](#) November, 2022

Our way, however, is different. It has to be if we are to ensure that being in this business does not detract from our love of

the water and boating. We have done our best to create a boutique that is unique among yacht brokerage organizations, where contracts are merely a reflection of agreements shaken upon between honorable people. We don't want or need everyone's business...we just want your business. We love to work with buyers as we get to participate in their joy. We are honored to work with sellers who trust us to get the most value out of their treasured possession, for whatever the reason they have decided to sell.



"We purchased an American Tug in February of 2023 and Michael was our broker. This was our first Big Boat purchase and Michael did a great job helping to make the transaction happen as well as bringing us all kinds of resources. I would recommend Michael Schwartz to anyone seeking to buy a boat."

While our record certainly isn't perfect, we are incredibly proud of the results we have achieved for our clients. Mostly by design, and partly by good fortune from being good people, we have built a strong reputation and following within the trawler segment in the Great Lakes Region. We have also enjoyed much success in the luxury motoryacht and sailing

segments. We have been blessed to find good help on the sales side from individuals who share our passion for boating and desire to be part of something different. Within our sales team is a wealth of knowledge and experience across all segments of boating, and especially within the trawler and sailing segments.



“Michael came highly recommended to us from a respected, high-end, boat builder here in the Pacific Northwest. Although we live on the West Coast, we utilized his services to buy a boat located in Connecticut. Michael is very knowledgeable, accommodating, and answered all of our questions promptly. He was instrumental in guiding us through the structural and mechanical survey, the sea trial of the boat, the subsequent successful negotiations along with all of the associated paperwork. Michael’s sense of fairness, honesty and integrity are probably what impresses us the most. He is a professional broker. It was our pleasure to

have worked with Michael. We would highly recommend him to anyone interested in the purchasing of a yacht."

We have been incredibly fortunate to meet many wonderful boating families over the last five years. It's been a joy to hear their stories and be able to play a small part in their epic boating adventures. While some adventures have taken our clients on America's Great Loop, others have gotten the kids off the couch to join their families for quality time on the Chicago Lakefront (that the parents had until then only dreamt of!). Some adventurous souls have gone on to explore the far reaches of the Great Lakes, and others have gone on to cruise the Bahamas.



"My wife and I learned first hand the benefits of having a "buyer's broker". We had initially tried to purchase a power boat as a FSBO. Almost immediately, we ran into problems. Unless you have purchased a number of boats, the process quickly becomes confusing and overwhelming. We quickly realized just how an experienced broker adds value to the process of purchasing a used boat in another state. Negotiating the price, arranging the survey, putting us in touch with boat friendly lenders and insurers all became much easier. We might have been able to arrange these items but nowhere near as quickly, efficiently and painlessly as we did with Michael Schwartz. I believe Michael is an exceptional broker, he helped us locate the boat we wanted. He recommended insurers and lenders that gave us excellent quotes and with Michael's assistance, we were able to move quickly to reach a deal on the boat we wanted. Michael then arranged the survey and participated in our inspection of the boat as well as the survey even though this took place in North Carolina. We found Michael to be friendly, knowledgeable, and easy to communicate with. Michael has provided us with excellent service and greatly increased our understanding of our new boat and the process of verifying a boat's safety, arranging insurance, and licensing. We couldn't be happier and we would recommend him to anybody planning to purchase a boat, especially one that is used and is not in your immediate vicinity."

We've had customers include us in overcoming tragedy experienced while on their adventures. One family had a harrowing ordeal with a fire upon their vessel while in the

Bahamas where the difference in life or death was measured in mere seconds. It was humbling to be entrusted with securing their next vessel so that they could overcome their trauma, get back on the horse and not let tragedy ruin their love of boating and the water. Another family had placed an order through us for a new construction trawler, only to be faced with terrible medical news shortly thereafter. We worked with the builder who was incredibly understanding so that the family could focus on more immediate pressing matters. This year the surviving spouse came back to us and we were able to get them into their dream vessel and continue on in the memory of their dear loved one.



"Michael has worked with us trying to find the right boat for our needs for a length of time. He has total respect for what you are looking for and the pace at which you set. We can tell he loves what he does. We now have our boat!"

In order to protect our ability to do things our way, we have had to be resolute in our dealings with the vendors and partners we choose to, or need to, work with. Some fail to understand that our resolve to do things our way exceeds our desire to make lots of money or grow this business into a major enterprise. Our joy comes from making an honest living, doing what we love with people we like to be around.

It's actually really simple. Some have been surprised by those we have cut ties with, but most understand our unwavering desire for this dream to not turn into a nightmare. If your presence, or your actions, pose a risk to this dream...be sure that you'll be cut out as well. We've built a neat little machine that pumps out joy...and we'll protect it at all costs. What that means for our customers is that their interests will be protected at all costs as well. There is no air between our interests and those of our clients.



"Excellent and responsive broker. Highly recommended."

We have just gone through one of the greatest bull markets for yacht sales in known history. Now that we are on the backside of that market, challenges and opportunities are present. We have built a reputation for honest dealing and providing impartial advice, and that is what buyers and sellers are really going to need in the near to intermediate term. We do not take a family's decision to hire us lightly...we consider it a great honor and privilege to be selected and we proceed accordingly.



"Best Broker to Buy Yacht in Chicago area, knows everything about Yachts. When time will come to upgrade/trade/sale I know who I will be calling. 5 Stars!!!"

This recent election cycle caused a great deal of paralysis for the yacht market. It didn't matter who you were for...everyone was afraid of someone. With the elections being done, the market seems to have let out a sigh of relief. We have seen a substantial increase in activity from both buyers and sellers, and with the pause for most of Q4, there is likely pent-up demand going into Q1. This will tie into what is normally a very active buying and selling season. We have been published in the past for our views on the state of the yacht market and recognized for how insightful these views have been. We would love to speak with you about your thoughts and concerns on the yacht market as you embark upon, or complete, your boating adventure.



"Knowledgeable, reliable and dedicated to assisting us with our boat search and purchase!!"

As we begin the next 5 years of our adventure, we hope that
you will choose to become part of it.

Sincerely,

Aseneta & Michael Schwartz

